



Mediametrie

Press release

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## Audience of online advertising



Drawing on the Total Internet Audience measurement among a panel of 20,000 web users, Médiamétrie assesses the performances of the internet media brokers and advertising networks which subscribe to Total Internet Audience.

These advertising results, which are not exhaustive, can be used to develop the audiences for groups of websites and apps marketed by media brokers and publishers, and the results are provided to agencies for use in media planning tools.

**Based on the data on subscribers measured in April 2024, Médiamétrie has published the audience figures, affinity and usage data for 46 advertising offerings** across 70 benchmark socio-demographic targets.



**33 principal  
Media  
Brokers**

The Principal Media Broker category represents display advertising offerings that are **exclusive to one publisher**.



**1 partner  
Media  
Broker**

Partner Media Broker represent offers already declared in a principal media broker that can be included in another media broker **by agreement with the publisher**.



**8 Packs**

Packs represent the different display advertising offerings of media brokers that focus **on a theme or a target**.



**4 Networks**

Networks are advertising offerings whose **confidential composition** includes **programme-based** purchasing offerings.

**Main audience of principal and partner media brokers**  
Total Internet Audience, April 2024

Only players subscribed to audience measurement of advertisement offers are present on the following ranking

	Principal and partner media brokers	Unique users monthly reach	Unique users average daily reach
1	<b>Azerion (Madvertise Adverline) (Regie principale)</b>	<b>37 205 000</b>	8 675 000
2	<b>Prisma Media Solutions (Regie principale)</b>	<b>35 032 000</b>	8 539 000
3	<b>366 (Regie principale)</b>	<b>34 270 000</b>	9 263 000
4	<b>MEDIA.figaro (Regie principale)</b>	<b>33 039 000</b>	7 075 000
5	<b>ReWorld Media (Regie principale)</b>	<b>30 851 000</b>	4 719 000
6	<b>Orange Advertising (Regie principale)</b>	<b>28 984 000</b>	9 256 000
7	<b>Leboncoin (Regie principale)</b>	<b>28 229 000</b>	7 176 000
8	<b>France Televisions Publicite (Regie principale)</b>	<b>26 553 000</b>	5 058 000
9	<b>Altice Media Ads &amp; Connect (Regie principale)</b>	<b>26 265 000</b>	5 884 000
10	<b>Webedia (Regie principale)</b>	<b>25 787 000</b>	3 720 000
11	<b>M Publicité (Regie principale)</b>	<b>25 297 000</b>	4 336 000
12	<b>TF1 Publicite Digital (Regie principale)</b>	<b>21 205 000</b>	3 400 000
13	<b>CANAL+ Brand Solutions Digital (Regie principale)</b>	<b>19 939 000</b>	3 397 000
14	<b>Dailymotion Advertising (Regie principale)</b>	<b>19 421 000</b>	2 036 000
15	<b>Les Echos Le Parisien Médias (Regie principale)</b>	<b>19 362 000</b>	2 633 000
16	<b>Groupe EBRA - Humanoid (Regie partenaire)</b>	<b>17 881 000</b>	2 632 000
17	<b>CMI Media (Regie principale)</b>	<b>17 006 000</b>	1 928 000
18	<b>Retailink (Regie principale)</b>	<b>16 529 000</b>	1 231 000
19	<b>20 Minutes (Regie principale)</b>	<b>15 956 000</b>	1 668 000
20	<b>Cdiscount Advertising (Regie principale)</b>	<b>15 566 000</b>	1 418 000
21	<b>Groupe Marie Claire Adnetwork (Regie principale)</b>	<b>15 272 000</b>	1 483 000
22	<b>Carrefour Links (Regie principale)</b>	<b>15 236 000</b>	1 705 000
23	<b>M6 Publicite Digital (Regie principale)</b>	<b>11 030 000</b>	1 287 000
24	<b>Rakuten Advertising (Regie principale)</b>	<b>10 084 000</b>	994 000
25	<b>Lagardere Publicite News (Regie principale)</b>	<b>9 928 000</b>	776 000
26	<b>Boursorama Médias (Regie principale)</b>	<b>9 096 000</b>	1 684 000
27	<b>Deezer Advertising Network (Regie principale)</b>	<b>8 334 000</b>	2 693 000
28	<b>Uni-Médias (Regie principale)</b>	<b>7 684 000</b>	492 000
29	<b>Le Point Communication (Regie principale)</b>	<b>7 368 000</b>	592 000
30	<b>Drive Media (Regie principale)</b>	<b>6 911 000</b>	620 000
31	<b>Bayard Media Développement (Regie principale)</b>	<b>5 566 000</b>	397 000
32	<b>Infopro Digital Media (Regie principale)</b>	<b>3 847 000</b>	184 000
33	<b>Groupe Challenges (Regie principale)</b>	<b>3 346 000</b>	172 000
34	<b>NRJ Adnetwork (Regie principale)</b>	<b>2 510 000</b>	212 000

**Packs & Networks**

Total Internet Audience, April 2024

Thematic packs	Unique users monthly reach	Unique users average daily reach
Groupe EBRA - Presse régionale	14 008 000	2 112 000
Groupe Humanoid - Hi-Tech	7 749 000	618 000
Keleops Hi-Tech	8 151 000	613 000
Les Numériques Tech & gaming	5 396 000	294 000
WEB66 - Actualites	34 250 000	9 293 000

Target Packs	Unique users monthly reach	Unique users average daily reach
CMI MEDIA - Pack FEMMES	11 215 000	872 000
Infopro - Décideurs d'achat B2B	2 633 000	126 000

Standard Packs	Unique users monthly reach	Unique users average daily reach
PHR	19 407 000	2 818 000

Networks	Unique users monthly reach	Unique users average daily reach
Audion	44 831 000	17 701 000
Azerion (Sublime Madvertise Adverline)	45 609 000	16 451 000
Dailymotion Network	49 945 000	25 947 000
Teads	49 768 000	25 077 000



## Definitions

**Unique monthly visitors:** Total number of individuals having visited a website at least once during the month in question, regardless of their connection location: home, workplace, or other locations. Individuals who visited the same website several times are only counted once.

**Unique daily visitors:** The number of individuals having visited a website at least once during an average day in the month in question. Individuals who visited the same website several times are only counted once for that day.

## Méthodology



The Total Internet Audience measurement is based on a unique panel of **more than 20,000 individuals aged 2 years and older**, of whom 6,200 are web users with two or three screens (computer and/or mobile phone and/or tablet), allowing the total audience of **over 5,000 brands and 1,000 apps** to be measured “natively”. The measurement benefits from innovative hybridization methodologies developed by Médiamétrie which combine panel data and Big Data.

This total measurement provides audience results for each screen: computer, telephone, mobile and tablet. **The measurement takes into account the internet browsing of web users regardless of the location, connection method (3G/4G/5G/Wi-Fi) or protocol (http/https) for all of the websites and apps.**

## About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 800 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad.

In 2023, the Médiamétrie Group achieved a turnover of €104.1 million and processed over one billion data every day.

Médiamétrie//NetRatings was established and is owned jointly by Médiamétrie and Nielsen. Médiamétrie//NetRatings develops and markets Internet audience and online efficacy reference measurements in France.

Further information : [www.mediametrie.fr](http://www.mediametrie.fr) @Mediametrie Mediametrie.official Médiamétrie

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